McElveen & Company LLC

Website Intake Form

Date: 07/31/2014

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Email: Zirui.branton@adeline-llc.com

Company Name: Adeline LLC

Company Address: 14670 NE 8th street, suite 200, Bellevue, WA, 98007

Company Website: adeline-llc.com (be built by you)

Describe your Organization

What industry are you in, and what is the nature of your business?

**Coffee/Tea/ceramics/bone china**

**Wholesale, retail, online sales of the above said products**

What sets you apart from the rest?

**We will be selling coffee in China which is a huge market, the other ones are niche markets in the U.S.**

Also include the geographical location of your business with physical address.  
**See above address line, It’s located in Bellevue, Washinton**

Objectives:

What is the goal of your website?  Check all that apply: put the letter x in the brackets.

[ x] I want to establish a professional web presence, strengthen my corporate image or increase brand awareness.

[ ] I want to get more customers and increase sales.

[ ] I want to share information about my organization – background, news and events, contact

information, driving directions, hours of operation, etc.

[ x ] I want to display an online catalog, gallery or portfolio.

[  ] I want to create a personal website for family and friends, a wedding, etc.

[  ] Other (please describe):

If you have additional comment for the Objectives portion please enter them below.

**Need the website to showcases the products I mentioned above, easy for customers to navigate the use the website. There will be prices listed later, and will need shopping cart e-commerce functionality later as well.**

Additional Objective Information / Comments relating to your website

**The 5 images on the main page need to be moving, and customers can click either one of those images and be directed to products pages.**

Visitor Action on Site:

**Getting to know more about the company; buy products**

Who is your Target Audience?

Who is your target audience?

**People who love coffee, tea, ceramics and bone china products**

Any Customer Information you would think would be helpful?

**user registration function to work on the website- both for individuals and commercial users.**

**(what do you think)**

Any Partner Information you would think would be helpful?

**Please refer to the following websites:**

* [**http://www.narumi.co.jp/en/index.html**](http://www.narumi.co.jp/en/index.html) **(bone china)**
* **http://** [**http://www.aurlia.com.tw**](http://www.aurlia.com.tw/) **(don’t use their products pictures yet, we don’t have a contract with them yet)**

[**http://dobashientea.com**](http://dobashientea.com/) **(Japanese tea)**

* **http://www.nestle.com.cn/brands/coffee**
* **http://www.keurig.com**

[**http://www.nespresso.com**](http://www.nespresso.com)

What are your Project Details?

What is your website URL?

**Adeline-llc.com**

Where is your domain bought from? Ex: Go Daddy

**Xinnet.com**

What is the login information to access your account? Ex: Go Daddy id and password

**There is no rush, I can give it to you later**

Do you currently have a website hosting account with your domain?

**Yes**

Website Navigation

Main Navigation

Please provide us your main navigation links you would like to use for your website. Example home, about us, contact us

**All of the above**

Do you have existing marketing materials (logo, brochure, images, etc.) that you would like us to leverage for the design of this site?  If so, please list them here. Also, attached the source file of your logo

**See logo image below**

**Yes I have products images, I will send them to you through email**

Macintosh HD:Users:nycawesome:Downloads:Adeline Final Files:Adeline LLC:Adeline LLC.pdf

Which websites would you like us to refer to for the design of this one?  Please describe the elements you like (or dislike) about each one – e.g. design, layout, navigational scheme, colors, fonts, graphics, images, etc.

* **http://www.nestle.com.cn/brands/coffee**
* **http://www.greenmountaincoffee.com**
* **http://www.probatburns.com  (**For the coffee roasting and grinding machines, please refer to probatburns website)
* **www.keurig.com  (**For the coffee machine page, please refer to keurig's website, we also like this website)

[**http://www.nespresso.com**](http://www.nespresso.com) **(**For our online sale of coffee products, please refer to Nespresso's website We like the homepage of the few websites here, the colors and imagery used as well as the menu and buttons. We also like the simplicities of the coffee companies' websites, they are easy to use with nice background, nice pictures and nice introductions.)

What is your desired look-and-feel for this site?  Check all that apply:

|  |  |  |
| --- | --- | --- |
| [ ] Personal | [x]  Professional | [x]  Corporate |
| []  Informal | [ ]  Conservative | [x ]  Formal |
| []  Warm | [ ]  Neutral | [ x]  Cool |
| [ ]  Simple | [ ]  Sleek | [x ]  Sophisticated |
| [x ]  Elegant | [x ]  Expensive | [x]  Upscale |
| [x ]  Fun | [ ]  Friendly | [ ]  Modern |
| [ ]  Off Beat | [x ]  Trendy | [ ]  High Tech |
| [ ]  Colorful | [ x]  Creative | [ x]  Artistic |
| [ ]  Feminine | [ ]  Masculine | [ ]  Spiritual |
| [ ]  Other (please describe): |  |  |

Any additional information you would like to share about the look and feel of your site?

**We already have the web pages designed, just need a few revisions here and there**

**For the product pages, they have relate to the main page in terms of feel and look, you can improve on the basis of the product page as well**

Do you have a preferred layout you would like for your site? Ex. I would like it to be a 3 column layout.

**Just how the main page looks like now, but I think it can be better in terms of the layout**

Is there a specific navigation menu you like?

**Not as of right now**

What are your color preferences for your site?

**You have the main page design already ☺**

What are your font preferences? Keep in mind website fonts can only be the most common fonts found on all computers like Times, or Arial for example

**Use the font that’s on the main page**

What type of graphics or images would you like to see on your template?

**Graphics/pics related to coffee, tea, bone china, ceramics and the city of Seattle**

What text (if any) should be included in your template?

**I will send you the word document with the texts and pics**

What additional information would you like us to know so we can bring your vision to life?

**Elegant/clear/easy to use products page with simple descriptions**

**Should be easy to incorporate the shopping card functionality later when the prices are available**

Who will be making the final decision on your website template design? Please add complete contact information of decision maker of this website design including cell phone and email.

**You can my information from above**

What is your estimated target launch date? I have no time frame just yet because I want to take my time on making sure the website is what I want.

**7-10 days, boss wants to see how the website looks like, can make changes afterwards**

Please send this completed form to: chris@mcelveenco.com when you are finished.

We love hearing from you and will get back to you with a quote as soon as humanly possible.